

## Global study shows: The pandemic has permanently changed everyday life & jobs worldwide

More than a year after the start of the COVID-19 pandemic, the changes in our daily lives are obvious - in the way we work, the way we live and the way we spend money. The big question is: Are these changes permanent? Dynata explored this question in its report "Global Consumer Trends: New Lives in a New World," the latest edition in Dynata's ongoing Global Consumer Trends research series. With some interesting results:

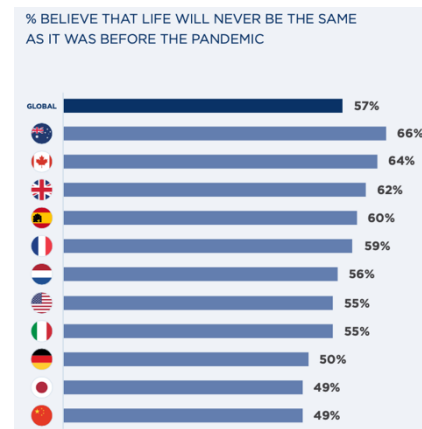
- **No return to the "old normal":** 66% Australians believe that their lives will not be the same as before the pandemic, compared to 57% of respondents worldwide.
- **Health awareness has increased:** 39% of respondents worldwide want to take more care of their health than they did before the pandemic. A lot more Chinese (47%) and Japanese (52%) want to take care of their physical health better post-pandemic.
- **Jobs are being questioned:** 34% worldwide are thinking about changing jobs.
- **New Work on the rise:** In Australia, 81% of those surveyed assume that working life in the future will be similar to what it is at the moment, the highest amongst all the markets surveyed.
- **Generation X want to stay flexible in Australia:** Out of those who has been working remotely during the pandemic, nearly eight in 10 Gen X want to continue this work setting.
- **Cash is losing importance:** 75 % of Australians want to keep contactless payment in the future.

Sydney, 30.08.2021 - Dynata is the world's largest data platform for insights, activation and measurement with more than 62 million consumers and business professionals and billions of verified data points. Its latest report, "Global Consumer Trends: New Lives in a New World," surveyed over 11,000 consumers worldwide in 11 countries between 11 and 18 May 2021 - including 1,000 in Australia.

### Life after the pandemic

Are the changes in job and life sustainable? That is what 57% of the people in the 11 countries surveyed think. In Australia, 66% believes that life will never be the same again.

In particular, the sensitive view of one's own health has increased. Worldwide, 39% of respondents said they would pay more attention to their physical health now than before the pandemic. Worldwide, 37% want to pay more attention to mental health.



## Working after the pandemic

Internationally, 71% of respondents believe that their working day will not be the same as before the pandemic. Australians have become accustomed to working from home, and not all are looking forward to returning to the office: 69% of Australian workers who currently work fully or partially remotely have little or no enthusiasm for returning to the office. Among those with a hybrid model, the figure is 65%. Generation X, in particular, does not want to go back to the office in Australia: 77% of workers age between 40 and 55 definitely or probably want to continue to work remotely.

Internationally, 41% said they have a better work-life balance than before the pandemic. While almost four out of 10 Australians (39%) perceive that they work significantly more hours since the pandemic than before; at the same time, more than two quarters (67%) of respondents feel that mobile working allows them to be more flexible with their working hours.

The pandemic has made many people think about their jobs and careers. Globally, 34% are thinking about switching to a different job. And 36% are considering a change in their career. The desire is particularly strong among younger people worldwide. In Australia, 37% are very interested in changing careers, especially amongst Gen Z and Millennials, at 46% equally. 40% are thinking about changing their employer, those who aged between 25 and 39 feel particularly strong about it.

## Travel

For people in Australia who are planning a trip in the next six months, surprisingly 7% of them are thinking of destinations abroad despite of the border closure. Majority (88%) of respondents intend to travel within the country, about half of those (50%) intend to make it a road trip with their own vehicles. The most popular holiday plan is a beach vacation (36%) as we are heading into spring and summer.

Internationally, 40% said the reason for not travelling was fear of catching Covid-19. In Australia, 36% said the same. The bigger deterrent is 'Cannot afford to travel right now', expressed by almost four in 10 respondents.

Even before the recent lockdown, half of the surveyed Australians (51%) agree that to feel totally safe returning to 'normal' activities, their whole family will need to be fully vaccinated against Covid-19. This belief is shared strongly amongst those who have kids at home.



## Contactless payment on the rise

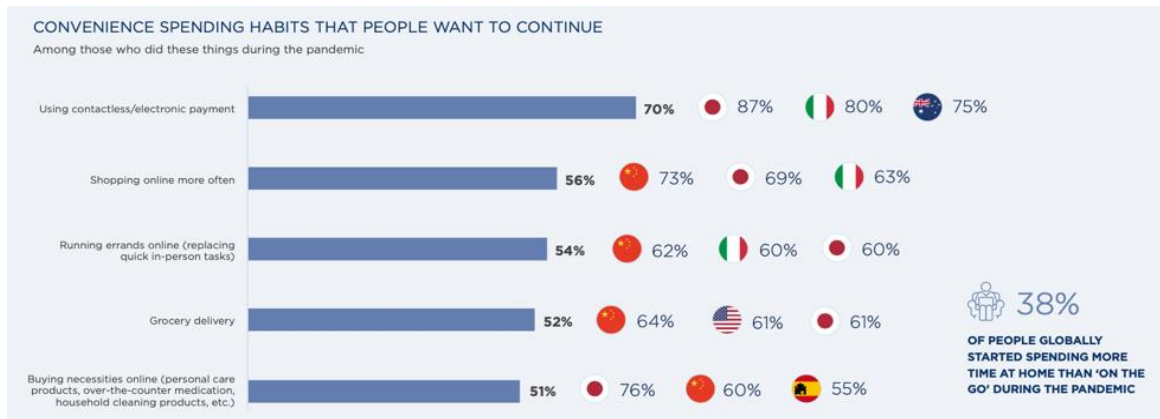
In the pandemic, many of us have become accustomed to contactless payments and shopping. These consumer behaviours seem to be more common in the APAC markets that we have surveyed.

**THE MAJORITY OF WORKING PEOPLE EXPECT THEIR WORK LIFE WILL STAY AS IT IS NOW**

Looking a year into the future...



- 75% Australians and 87% Japanese are among the top 3 countries who want to continue using contactless payments in the future.
- Consumers in both China and Japan would like to continue to run errands online, get grocery delivered and shop online more often going forward.



The entire report "New Lives in a New World" will be available at: <https://bit.ly/3DxLNSS>

**About Dynata:** Dynata is the world's largest data platform for insights, activation and measurement. With a reach of over 62 million consumers and business professionals worldwide and an extensive collection of individual profile data collected through surveys, Dynata is the go-to company for accurate, trusted quality data. Dynata has built innovative data services and solutions around its trusted first-party data offering to bring the voice of the customer across the marketing spectrum - from strategy, innovation and branding to advertising, measurement and optimisation.

Dynata serves more than 5,500 market research, media and advertising agencies, publishers, consultancies and investment firms and has enterprise clients in North America, South America, Europe and Asia Pacific. Dynata has partnered with Ecosia since June 2021 as part of the "Ecosia Trees" project - a holistic reforestation project. By joining the programme, Dynata commits to funding the planting of 10,000 trees to support Ecosia's global tree planting mission. Each of the 10,000 trees represents a current Dynata employee or customer. Learn more at [www.dynata.com](http://www.dynata.com). Please do not hesitate to contact us if you have any questions or require further information.